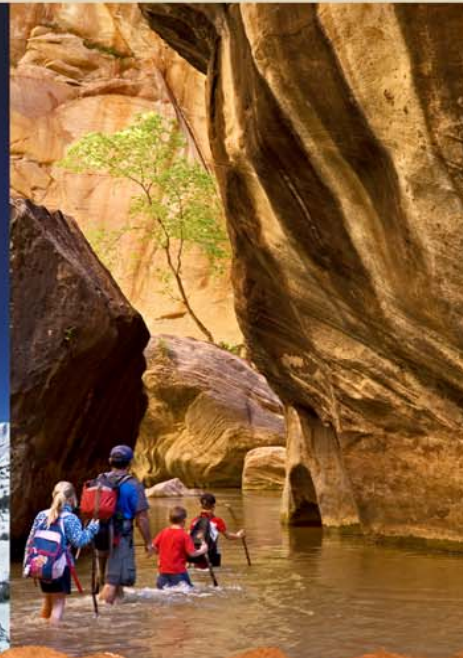




Utah Office of Tourism - Marketing Plan Report May 12, 2008





Mission

To brand and promote Utah's great experiences and destinations for visitors and citizens in an inspiring way to support and enhance economic vitality and quality of life in our state.

Promotion

To build awareness of Utah's tourism product through comprehensive, innovative, and effective marketing efforts with cooperation from statewide tourism industry partners in the public and private sectors.



Attract Visitors

To brand and promote Utah's great experiences and destinations for visitors and citizens in an inspiring way to support and enhance economic vitality and quality of life in our state.

Advertising and Promotion

To build awareness of Utah's tourism product through comprehensive, innovative, and effective marketing efforts with cooperation from statewide tourism industry partners in the public and private sectors.



Travel Trends 2008

Travelocity: Research says Americans are booking shorter trips. Americans are arranging shorter trips, staying closer to home.

Ernst and Young: Weak dollar is propping up U.S. Hospitality Industry.

U.S. Department of Commerce: Total arrivals in the U.S. have witnessed 18 months of successive growth since April 2006.

Travel and Leisure Magazine: High income households are keeping travel plans.

Median income: \$100,718

89% plan to travel in the U.S. in the next 12 months

Utah SWOT Analysis

Strengths:

- Diverse activities
- Outdoor Recreation
- Accessibility
- Skiing product
- Friendly
- Safe
- Unique
- State and National Parks
- Unified industry

Threats:

- Gas prices
- Recession
- Brand equity
- Increased spending from competitors
- Terrorism
- Decreased funding from legislature

Weaknesses:

- Non-perception
- Not-fun perception
- Liquor law misconceptions

Opportunities:

- Funding
- Attack neglected markets
- Baby boomers
- Cross promotional opportunities
- "Breakations"

Competitive Analysis

Arizona Marketing Plan FY 2008

Total Budget: \$24,900,000

Target Demographics: Empty Nesters
Gen-X Family

Target Cities: Chicago
Minneapolis
Seattle

Packaged Travel: Working with Tour Operators/Travel
Agents to package more experiential
itineraries

Competitive Analysis

Colorado Marketing Plan FY 2008

“Let’s Talk Colorado” - 2008 Budget: \$19,000,000

Strategy: To create an emotional connection with key audiences

Implementation:

- Greater focus on television
- Increase online media
- Radio campaign
- Magazine buy

Key audience:

- Families
- Affluent travelers
- Couples
- Mature travelers
- Active travelers

Target Cities:

- Boston
- Minneapolis
- New York City

Tourism Performance Marketing Fund

	FY 2007-2008	FY 2008-2009
	Total Appropriation: \$11 million	Total Appropriation: \$11.7 million

Co-op Marketing Program	\$2,200,000	\$2,337,600
Sports Commission	\$1,100,000	\$1,168,800
Total Advertising Budget	\$7,100,000	\$7,281,600
Non-Winter	\$4,260,000	\$4,368,960
Winter	\$2,130,000	\$2,184,480
Special Opportunities	\$710,000	\$728,160
Delta		\$300,000

Non-Winter Campaign Objectives

- Capitalize on success of previous campaigns
- Generate top-of-mind awareness and reinforce brand image of Utah
- Trigger call-to-action via Web or telephone
- Increase tax revenue

Target Market

- Adults 35-54, HHI \$75K+
- Index against MRI media database for “adventure travel,” “family travel”

Key Media Strategies

- Use visual media (including new b-roll footage) to showcase rich images of cores assets in state of Utah
- Reach target audience in relevant content and relevant times in their vacation planning cycle
- Utilize television as the primary vehicle for brand awareness
- Utilize national cable to extend reach of campaign
National Geo, MSNBC, Travel Channel, Bravo, Discovery, HGTV, A&E, History, FSN Home Team Access
- Also focus on proven markets of origin with spot television – LA, Denver, Phoenix

Key Media Strategies

- Employ limited but targeted print and interactive placements to support the TV campaign and extend presence during the duration of campaign

Print: Backpacker, Conde Nast Traveler, Susnset, National Geo Adventure, Outside

Interactive: American Park Network, Burst Media Network, Outside Hub Network, YellowstonePark.com, YouTube.com, GORP.com, Backpacker.com

Non-Winter Budget

Non-Winter Promotion (60%)	FY 2007-08	FY 2008-09
March 09-Aug 09 Media Buy	(\$3,204,000)	(\$3,276,720)
Non-Winter Advertising Initiatives		
Delta	(\$250,000)	
APN	(\$180,000)	(\$180,000)
International Advertising	(\$50,000)	(\$81,250)
Consumer Shows/ Trade Shows	(\$45,000)	(\$48,750)
Video Assets	(\$75,000)	(\$71,500)
Promotional Items	(\$36,000)	(\$39,650)
AAA Magazine	(\$30,000)	(\$30,000)
Madden (Summer)	(\$150,000)	(\$150,000)
Outdoor Utah		
Domestic PR		(\$97,500)
Reprint of Travel Guides		(\$50,000)
Remaining \$\$ for non-winter ad initiatives	\$240,000*	\$343,590

Winter Campaign Objectives

- Capitalize on success of previous campaigns
- Focus on our best asset – the Greatest Snow on Earth®
- Proximity to SLC International Airport
- Family Fun

Target Market

- Adults 25-54, HHI \$100K+
- Enjoy ski/snowboarding/ski travel

Key Media Strategies

- Use visual media (including Warren Miller and other b-roll) to showcase Utah's incredible snow
- Reach target audience in relevant content and relevant times in their vacation planning cycle
- Utilize television as the primary vehicle for brand awareness
- Utilize national cable to extend reach of campaign
TLC, National Geo, History, Golf Channel, Discovery, CNBC, Bravo, A&E, Travel Channel
- Also focus on proven market of origin with spot television – Los Angeles

Key Media Strategies

- Employ limited but targeted print and interactive placements to support the TV campaign and extend presence during the duration of campaign
 - Print – Outside, Outside Buyer's Guide, National Geo Adventure
 - Interactive – TravelChannel.com, TripAdvisor.com, Gorp.com, Weather.com, Yahoo

Winter Budget

Winter Promotion (30%)	FY 2007-08	FY 2008-09
Sept 08 - Feb 98 Media Buy	(\$1,900,000)	(\$1,662,130)
Winter Advertising Initiatives		
Travelocity	(\$90,000)	(\$90,000)
NY Times	(\$35,000)	
Consumer Shows	(\$30,000)	(\$26,250)
Promotional Items	(\$25,000)	(\$21,350)
International Advertising	(\$25,000)	(\$43,750)
Video Assets		(\$38,500)
Domestic PR		(\$52,500)
Extension of Ski Utah Ad Campaign in San Diego	(\$25,000)	
Madden Pre-print (Winter)		(\$150,000)
Remaining \$\$ for winter ad initiatives	\$0	\$100,000

Special Opportunities Budget

Special Opps (10%)	FY 2007-08	FY 2008-09
Delta Paris Flight		
Meeting Planners International Convention (MPI)	(\$246,500)	
Warren Miller	(\$50,000)	(\$300,000)
Madden Preprint	(\$150,000)	
Sundance	(\$75,000)	
Search Engine Optimization and Interactive Experience Planner for utah.travel	(\$72,000)	
Website Development		(\$50,000)
First Class Postage	(\$75,000)	(\$75,000)
RUF	(\$29,000)	
Dinosaurland Travel Council	(\$12,500)	
Ogden - Mayor Godfrey		
Western Legends Roundup		(\$10,000)
SLCVB Tour Operator Incentive Program		
Remaining \$\$ for Special Opportunities Initiatives	\$0	\$293,160